

TRANSMITTAL LETTER

Case No:

9623/334

Serial No.	09/911,674	Filing Date	July 24, 2001	Examiner	Cuong H. Nguyen	Group Art Unit
Inventor(s)	Darren J. Davis et al.					3625
Title of Invention	SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE					

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Third Supplemental Information Disclosure Statement; PTO 1499 Form; copies of cited references D1 - D37 and return post card.

- Small entity status of this application under 37 CFR § 1.27 has been established.
- A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- Petition for a _____ month extension of time.
- No additional fee is required.
- The fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra
Total		Minus		
Indep.		Minus		
First Presentation of Multiple Dep. Claim				

Small Entity		Other Than Small Entity	
Rate	Add'l Fee	Rate	Add'l Fee
x \$9=		x \$18=	
x 42=		x \$84=	
+\$140 =		+\$280=	
	Total add'l fee		total add'l fee
	\$		\$

- Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$ _____. A duplicate copy of this sheet is enclosed.
- A check in the amount of \$ _____ to cover the filing fee is enclosed.
- The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

RECEIVED

FEB 03 2004

'GROUP 3600

John G. Rauch
Registration No. 37,218
Attorney for Applicants
Customer No. 00757 - Brinks Hofer Gilson Lione

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA. 22313-1450, on January 23, 2004.

Date: 1/23/04 Signature:

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

January 23, 2004

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative


Signature

1/23/04

Date of Signature

Our Case No. 9623/334

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Darren J. Davis et al.

Serial No.: 09/911,674

Filing Date: July 24, 2001

For: SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A SEARCH
RESULT LIST GENERATED BY A
COMPUTER NETWORK SEARCH ENGINE

Examiner: Cuong H. Nguyen

Group Art Unit: 3625

THIRD SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Third Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

US PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,778,357	07/07/1998	Kolton et al.
5,794,259	08/11/1998	Kikinis
5,802,518	09/01/1998	Karaev et al.
5,845,278	12/01/1998	Kirsch et al.
5,864,871	01/26/1999	Kitain et al.
5,905,862	05/18/1999	Hoekstra
5,913,208	06/15/1999	Brown et al.
5,999,929	12/07/1999	Goodman
6,009,442	12/28/1999	Chen et al.
6,081,805	06/27/2000	Guha
6,101,510	08/08/2000	Stone et al.
6,115,718	09/05/2000	Huberman et al.
US 6,182,067 B1	01/30/2001	Presnell et al.
US 6,185,550 B1	02/06/2001	Snow et al.
US 6,192,380 B1	02/20/2001	Light et al.
US 6,275,820 B1	08/14/2001	Navin-Chandra et al.
US 6,275,854 B1	08/14/2001	Himmell et al.
US 6,304,864 B1	10/16/2001	Liddy et al.
US 2001/0044757 A1	11/22/2001	Robb et al.
US 2001/0051911 A1	12/13/2001	Marks et al.
US 6,349,307 B1	02/19/2002	Chen
US 6,363,377 B1	03/26/2002	Kravets et al.
US 6,385,602 B1	05/07/2002	Tso et al.
US 6,393,407 B1	05/21/2002	Middleton, III et al.
US 6,401,118 B1	06/04/2002	Thomas
US 6,421,675 B1	07/16/2002	Ryan et al.
US 2002/0169760 A1	11/14/2002	Cheung et al.
US 2003/0050863 A1	03/13/2003	Radwin

FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY
EP 1 282 051 A1	02/05/2003	Europe
EP 1 282 059 A1	02/05/2003	Europe
WO 99/41694	08/19/1999	WIPO
WO 00/57333	09/28/2000	WIPO
WO 01/55929 A1	08/02/2001	WIPO

OTHER ART AND RELATED DOCUMENTS

I Seek It Home Page. Printed from the Internet on 5/21/99 at: < http://www.issekit.com/ >, pgs. 1-6.
Haas, Stephanie W. et al., "Page and Link Classifications: Connecting Diverse Resources", ACM <i>Digital Libraries</i> , March 1998, pgs. 99-107.
"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated 04/28/98, Vol. 12, No. 18, pgs. 1-2.
Search Report for Great Britain patent application No. GB 0226369.7, dated May 8, 2003, 1 page.

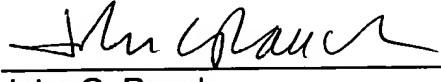
In accordance with 37 C.F.R. § 1.97(g),(h), this Third Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Third Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Third Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: 1/23/03


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8

FORM PTO-1449	SERIAL NO. 09/911,674	CASE NO. 9623/332
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3625
(use several sheets if necessary)	APPLICANT(S): Darren J. Davis et al.	

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	D1 5,778,357	07/07/1998	Kolton et al.		
	D2 5,794,259	08/11/1998	Kikinis		
	D3 5,802,518	09/01/1998	Karaev et al.		
	D4 5,845,278	12/01/1998	Kirsch et al.		
	D5 5,864,871	01/26/1999	Kitain et al.		
	D6 5,905,862	05/18/1999	Hoekstra		
	D7 5,913,208	06/15/1999	Brown et al.		
	D8 5,999,929	12/07/1999	Goodman		
	D9 6,009,442	12/28/1999	Chen et al.		
	D10 6,081,805	06/27/2000	Guha		
	D11 6,101,510	08/08/2000	Stone et al.		
	D12 6,115,718	09/05/2000	Huberman et al.		
	D13 US 6,182,067 B1	01/30/2001	Presnell et al.		
	D14 US 6,185,550 B1	02/06/2001	Snow et al.		
	D15 US 6,192,380 B1	02/20/2001	Light et al.		
	D16 US 6,275,820 B1	08/14/2001	Navin-Chandra et al.		
	D17 US 6,275,854 B1	08/14/2001	Himmell et al.		
	D18 US 6,304,864 B1	10/16/2001	Liddy et al.		
	D19 US 2001/0044757 A1	11/22/2001	Robb et al.		
	D20 US 2001/0051911 A1	12/13/2001	Marks et al.		
	D21 US 6,349,307 B1	02/19/2002	Chen		
	D22 US 6,363,377 B1	03/26/2002	Kravets et al.		
	D23 US 6,385,602 B1	05/07/2002	Tso et al.		
	D24 US 6,393,407 B1	05/21/2002	Middleton, III et al.		
	D25 US 6,401,118 B1	06/04/2002	Thomas		
	D26 US 6,421,675 B1	07/16/2002	Ryan et al.		
	D27 US 2002/0169760 A1	11/14/2002	Cheung et al.		
	D28 US 2003/0050863 A1	03/13/2003	Radwin		

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
	D29 EP 1 282 051 A1	02/05/2003	Europe		
	D30 EP 1 282 059 A1	02/05/2003	Europe		
	D31 WO 99/41694	08/19/1999	WIPO		

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;
 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449 LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION Disclosure STATEMENT (use several sheets if necessary)	SERIAL NO. 09/911,674	CASE NO. 9623/332
	FILING DATE July 24, 2001	GROUP ART UNIT 3625
APPLICANT(S): Darren J. Davis et al.		

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
D32	WO 00/57333	09/28/2000	WIPO		
D33	WO 01/55929 A1	08/02/2001	WIPO		

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS	
	(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
D34	I Seek It Home Page. Printed from the Internet on 5/21/99 at: < http://www.issekit.com/ >, pgs. 1-6.	
D35	Haas, Stephanie W. et al., "Page and Link Classifications: Connecting Diverse Resources", <i>ACM Digital Libraries</i> , March 1998, pgs. 99-107.	
D36	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated 04/28/98, Vol. 12, No. 18, pgs. 1-2.	
D37	Search Report for Great Britain patent application No. GB 0226369.7, dated May 8, 2003, 1 page.	

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